

ASTDD Communication Committee Annual Report

Jan 1, 2017 – Dec 31, 2017

Chair: Kimberlie Yineman

Consultant: Bev Isman

Members: Lynn Bethel, Wendy Frosh, Matt Jacob, Nicole Blair Johnson, Dean Perkins, John Welby, Chris Wood, Jennifer Byrne

1. List any new members or subcommittee members: Nicole Blair Johnson to replace Linda Orgain from CDC; another new DOH staff, Cassie Brailer, may join Nicole on some of the calls; CDHP also hired another communication policy specialist, Amy Cotton, who might be on the calls with Matt sometimes.

2. Describe the purpose of your committee:

The purpose of the ASTDD Communications Committee is to oversee the various communication activities of the organization. The committee is responsible for publishing and distributing the annual ASTDD report and Oral Health Matters newsletter. The webmaster works with the committee to promote, manage and update the ASTDD website and listservs. Chris Wood works with all ASTDD committees to schedule webcasts and produce the Weekly Digest. Additionally, the communications committee creates, distributes, and displays promotional materials and brochures for member and partner use and provides technical assistance/guidance to engage state oral health programs in promoting oral health using social media and to promote ASTDD, its resources and messaging through partnerships.

3. List your recent committee accomplishments:

- Published 3 issues of the newsletter, *Oral Health Matters*.
- 2016 ASTDD Annual report published, posted and distributed at NOHC.
- Many website enhancements including moving it to a new cloud-based server; updated list of documents to track for use; working with committees to update their webpages.
- Health Communication page reconfigured twice and information updated.
- Weekly Digest published every week; all issues have been archived and are searchable; promoted key documents and webpages more; members report this is an important source of information for them.
- Discontinued the Communication Communities of Practice due to lack of participation. Working with CDC staff on other ways to work with states, especially CDC grantees.
- Successful Monday roundtable at NOHC on *Communication Challenges* that incorporated the Communication Plan templates-- resubmitted for the 2018 NOHC; Matt and Lynn's table on *Social Media* was also full both times. *The End*

- of Big: Adapting Health Communications to a Rapidly Changing, Decentralized Online Environment* concurrent session at NOHC was well attended.
- Exhibit at NOHC: Materials were updated and new promotional pieces created; printing fewer copies of materials to lower shipping costs and recycling since many one-page overviews of resources are updated every year; chose two incentives to distribute—they were very popular. Many ASTDD members volunteered at the booth.
 - Webinars: Co-sponsored the 7-part *Data Into Action* series with the Data Committee. Well attended and rated highly.
 - More committees are using the Communication Plan template; 37 states (vs 27 last year) reported having a communication plan in the 2017 State Synopsis. Chris created an example of a “year at a glance” template for ASTDD that is posted on the website.
 - A DPH resident produced a poster highlighting ASTDD’s strategic plan; it is now posted on our website.
 - TA for HI includes continuing review of documents and promoting use of the communication plan template for dissemination efforts.
 - TA to CA SOHP: participation on their Communication workgroup and helping them develop multiple communication plans and an oral health literacy project.
 - Updated Social Media Library that is posted on our website.
 - About 2-5 Twitter posts per month and 411 people and pages following on Facebook with an average of 20 posts per month; there is consistent post engagement and sharing of information. There is regular participation in Social Media Storms and we hosted a Twitter Chat with other national organization in February as well as coordinated NOHC social media activity with AAPHD.
 - Conducted three communication surveys: one of dental directors in March on general communication issues, another one of dental directors during January and February on their use of social media, and the other for OH coalitions in the Fall on use of social media.
 - The DPH Resource Committee, Judy and Bev decided not to do an issue brief or white paper on oral health literacy after pondering the issue for a year, and instead try to market the resources related to that topic on our website.
 - Bev reviewed and edited most ASTDD documents prior to their release.
 - Included Communication Plan question in 2018 Synopsis.

4. Describe your current committee activity:

- Plan sessions for NOHC: 60 min. seminar on *The New Neighborhoods: How Social Networks are Reshaping Public Health Communication* with Brittany Seymour and Matt as presenters; roundtable on Social Media (Matt) and Communication Challenges roundtable (Kimberlie, John and Bev).
- Use the responses from various surveys to plan future activities and to respond to new CDC NOFO and write the 5-year final report.
- Working on 2018 Winter issue of the newsletter.

- Bradley fix the glitch in the website stats that did not track webpage/document use for 4 months in 2017.
- Trying to find speakers for proposed Evaluating Communication Strategies webinar.
- Working with Chris to develop a short website tutorial for the homepage.
- Working on a Health Equity/Social Determinants of Health webpage.
- Updating communication resources in the ASTDD Guidelines

5. Describe the future activities planned by your committee:

- ASTDD will continue to offer to help CDC grantees submit stories to the CDC Success Story portal and to NACDD's portal.
- Continue to provide TA to states.
- Conduct workshop and roundtable at NOHC.
- Decide on materials for NOHC exhibit and solicit volunteers to staff it.
- Help the Peer Support workgroup develop shorter orientation videos.
- Need to encourage consultants and committees to promote more discussions on various listservs.
- Plan 1-2 webinars.

6. Describe any subcommittees your committee uses, their roles and activities:

Social Media Workgroup: Lynn Bethel (chair), Matt Jacob, Dean Perkins, John Welby, Kimberlie Yineman,

Newsletter Editorial Workgroup: Lynn Bethel (editor), Bev Isman, Chris Wood, Kimberlie Yineman

Website Workgroup: Dean Perkins (Webmaster), Bev Isman, Chris Wood, Kimberlie Yineman

The editorial Workgroup meets 3 times per year; the Website Workgroup meets sporadically. The Social Media Workgroup meets regularly

7. List any unmet needs of your committee (e.g., members, funding, etc.):

None at the moment